Journal of Marketing

Subject and Author Index to Volume 41

Number 1—January 1977
Number 2—April, 1977
Number 3—July, 1977
Number 4—October, 1977

Edward C. Bursk, Editor
Marilynn A. Bever, Assistant Editor

American Marketing Association
222 S. Riverside Plaza
Chicago, Illinois 60606
(312) 648-0536

Supplement to the October, 1977 issue, Volume 41 Number 4

SUBJECT INDEX

Advertising and Promotion

See: 9, 19

1. **An Analysis of Information Content in Television Advertising**
   Alan Resnik and Bruce L. Stern
   Vol. 41 No. 1, January 1977, pp. 50-53
2. **Benefits in the Use of Suburban Press for Large Metropolitan Buys**
   Jonathan M. Kramer
   Vol. 41 No. 1, January 1977, pp. 68-70
3. **Advertising in the Professions: The Critical Issues**
   Paul N. Bloom
   Vol. 41 No. 3, July 1977, pp. 103-110
4. **Sex Role Portrayals in Advertising**
   William J. Lundstrom and Donald Sciglimpaglia
   Vol. 41 No. 3, July 1977, pp. 72-79
5. **The Female Role in Advertisements: Some Experimental Evidence**
   Robert A. Peterson and Roger A. Kerin
   Vol. 41 No. 4, October 1977, pp. 59-63
6. **Standards for Advertising Regulation**
   Isabella C. M. Cunningham and William H. Cunningham
   Vol. 41 No. 4, October 1977, pp. 92-97

Award Announcements

7. **Alpha Kappa Psi Foundation Award for 1976**
   Henry J. Claycamp and Yoram Wind
   Vol. 41 No. 2, April 1977, pg. 21
8. **Harold H. Maynard Award for 1976**
   Shelby D. Hunt
   Vol. 41 No. 2, April 1977, pg. 21

Channels of Distribution

See: 25

9. **Disco — Birth of a New Marketing System**
   Mary E. Stibal
   Vol. 41, No. 4, October 1977, pp. 82-88

Consumer Behavior

See: 27, 31

10. **Gasoline Prices: Their Effect on Consumer Behavior and Attitudes**
    John F. Willenborg and Robert E. Pitts
    Vol. 41 No. 1, January 1977, pp. 24-31
11. **The Role of Personal Values in Marketing and Consumer Behavior**
    Donald E. Vinson, Jerome E. Scott and Lawrence M. Lamont
    Vol. 41 No. 2, April 1977, pp. 44-50
12. **What About Disposition?**
    Jacob Jacoby, Carol K. Berning and Thomas F. Dietvorst
    Vol. 41 No. 2, April 1977, pp. 22-28
13. **The Changing Demographics of Women**
    William Lazer and John E. Smallwood
    Vol. 41 No. 3, July 1977, pp. 14-22
14. **Meet the "Workwife"**
    Suzanne H. McCall
    Vol. 41 No. 3, July 1977, pp. 55-65
15. **The Modern Feminine Life-Style**
    Fred D. Reynolds, Melvin R. Crask and William D. Wells
    Vol. 41 No. 3, July 1977, pp. 38-45
16. **The Moving Target: The Impact of Women's Employment on Consumer Behavior**
    Rena Bartos
    Vol. 41 No. 3, July 1977, pp. 31-37
17. **Woman's Place: National Differences in the Occupational Mosaic**
    Marianne A. Ferber and Helen M. Lowry
    Vol. 41 No. 3, July 1977, pp. 23-30
18. **Consumer Knowledge of Food Prices as an Indicator of Shopping Effectiveness**
    Arieh Goldman
    Vol. 41 No. 4, October 1977, pp. 67-75

Governmental and Regulatory Aspects

See: 3, 6, 37, 38

19. **The Federal Trade Commission's Use of Evidence to Determine Deception**
    Michael T. Brandt and Ivan L. Preston
    Vol. 41 No. 1, January 1977, pp. 54-62
20. **Marketing and the U.S. Supreme Court, 1968-1974**
    Ray O. Werner
    Vol. 41 No. 1, January 1977, pp. 32-43
21. **The FTC Improvement Act**
    Gerald G. Udell and Philip J. Fischer
    Vol. 41 No. 2, April 1977, pp. 81-86

History and Trends

22. **Would You Want Your Son to Marry a Marketing Lady?**
    Richard N. Farmer
    Vol. 41 No. 1, January 1977, pp. 15-18
23. **Marketing in 1985: A View from the Ivory Tower**
    Gene R. Laczniak, Robert F. Lusch and Jon G. Udell
    Vol. 41 No. 4, October 1977, pp. 47-56

International Marketing

24. **Marketing in the New International Economic Order**
    André van Dam
    Vol. 41 No. 1, January 1977, pp. 19-23
25. **Your Overseas Distributor Action Plan**
    David R. McIntyre
    Vol. 41 No. 2, April 1977, pp. 88-90
26. **A Comparitive "Made In" Product Image Survey Among Japanese Businessmen**
    Akira Nagashima
    Vol. 41 No. 3, July 1977, pp. 95-100
27. **Life-Style Analysis to Profile Women in International Markets**
    Susan P. Douglas and Christine D. Urban
    Vol. 41 No. 3, July 1977, pp. 46-54

Marketing Management

28. **A Strategic Framework for Marketing Control**
James M. Hulbert and Norman E. Toy
Vol. 41 No. 2, April 1977, pp. 12-20

29. **Marketing Cost Analysis: A Modularized Contribution Approach**
Patrick M. Dunne and Harry I. Wolk
Vol. 41 No. 3, July 1977, pp. 83-94

Marketing of Services

See: 32

30. **Marketing Professional Services**
Philip Kotler and Richard A. Connor, Jr.
Vol. 41 No. 1, January 1977, pp. 71-76

Packaging

31. **Convenience Food Packaging and the Perception of Product Quality**
Carl McDaniel and R.C. Baker
Vol. 41 No. 4, October 1977, pp. 57-58

Planning and Strategy

See: 28, 41

32. **Breaking Free from Product Marketing**
G. Lynn Shostack
Vol. 41 No. 2, April 1977, pp. 73-80

33. **Diagnosing the Product Portfolio**
George S. Day
Vol. 41 No. 2, April 1977, pp. 29-38

34. **A Marketing Strategy for Marketing Knowledge — or How to Publish and Prosper**
Dik Warren Twedt
Vol. 41 No. 2, April 1977, pp. 69-72

35. **Developing a New Residential Market for Carpeting: Some Mistakes and Successes**
Richard P. Carr, Jr.
Vol. 41 No. 3, July 1977, pp. 101-102

36. **Life-Style Segmentation in Apparel Marketing**
Elizabeth A. Richards and Stephen Sturman
Vol. 41 No. 4, October 1977, pp. 89-91

Pricing

37. **Limit Pricing Theory as a Basic for Anti-Merger Policy**
Lynn W. Phillips and Louis W. Stern
Vol. 41 No. 2, April 1977, pp. 91-97

Research and Forecasting

38. **Enhancing the Role of Marketing Research in Public Policy Decision-Making**
Robert F. Dyer and Terence A. Shimp
Vol. 41 No. 1, January 1977, pp. 63-67

39. **Forecasting Sales Prior to Test Market**
Edward M. Tauber
Vol. 41 No. 1, January 1977, pp. 80-84

40. **Importance-Performance Analysis for Developing Effective Marketing Strategies**
John A. Martilla and John C. James
Vol. 41 No. 1, January 1977, pp. 77-79

41. **Marketing Research and the New Product Failure Rate**
C. Merle Crawford
Vol. 41 No. 2, April 1977, pp. 51-61

42. **What Techniques are Used by Marketing Researchers in Business?**
Barnett A. Greenberg, Jac L. Goldstucker and Danny N. Bellenger
Vol. 41 No. 2, April 1977, pp. 62-68

43. **Using Free Papers for Customer Surveys**
Jay E. Klompmaker, J. Daniel Lindley and Robert L. Page
Vol. 41 No. 3, July 1977, pp. 80-82

44. **The Ambiguities of "Actionable" Research**
Charles C. Lehman
Vol. 41 No. 4, October 1977, pp. 21-23

45. **Forecasting: Issues & Challenges for Marketing Management**
Spyros Makridakis and Steven C. Wheelwright
Vol. 41 No. 4, October 1977, pp. 24-38

46. **How to Double or Triple Mail-Survey Response Rates**
Marvin A. Jolson
Vol. 41 No. 4, October 1977, pp. 78-81

47. **Just How Good is the "Survey of Buying Power?"**
Charles Waldo and Dennis Fuller
Vol. 41 No. 3, October 1977, pp. 64-66

48. **Three Variables in Stimulating Responses to Mailed Questionnaires**
Thomas Vocino
Vol. 41 No. 4, October 1977, pp. 76-77

Retailing

See: 9

Sales management and Selling

49. **Is There a Free Lunch?**
Paul J. Halvorson and William Rudelius
Vol. 41 No. 1, January 1977, pp. 44-49

50. **Effective Sales Territory Development**
Michael S. Heschel
Vol. 41 No. 2, April 1977, pp. 39-43

51. **Saleswomen: Perceptions, Problems and Prospects**
Dan H. Robertson and Donald W. Hackett
Vol. 41 No. 3, July 1977, pp. 66-71

Social Aspects of Marketing

52. **Children's Understanding of Using Products Safely**
Ronald Faber and Scott Ward
Vol. 41 No. 4, October 1977, pp. 39-46

Theory in Marketing

53. **Macromarketing**
Robert Bartels and Roger L. Jenkins
Vol. 41 No. 4, October 1977, pp. 17-20

Miscellaneous

54. **Determinance versus Importance in Bank Selection Criteria: A Reply**
W. Thomas Anderson, Jr. and Eli P. Cox III
Vol. 41 No. 1, January 1977, pp. 85-87.

AUTHOR INDEX

Anderson, W. Thomas, Jr. 54

Baker, R. C. 31
Bartels, Robert 53
Bartos, Rena 16
Bellenger, Danny N. 42
Berning, Carol K. 12
Bloom, Paul N. 3
Brandt, Michael T. 19

Carr, Richard P., Jr. 35
Connor, Richard A., Jr. 30
Cox, Eli P., III 54
Crask, Melvin R. 15
Crawford, C. Merle 41
Cunningham, Isabella C. M. 6
Cunningham, William H. 6

Day, George S. 33
Dietvorst, Thomas F. 12
Douglas, Susan P. 27
Dunne, Patrick M. 29
Dyer, Robert F. 38

Faber, Ronald 52
Farmer, Richard N. 22
Ferber, Marianne A. 17
Fischer, Philip J. 21
Fuller, Dennis 47

Goldman, Arieh 18
Goldstucker, Jac L. 42
Greenberg, Barnett A. 42

Hackett, Donald W. 51
Halvorson, Paul J. 49
Heschel, Michael S. 50
Hulbert, James M. 28

Jacoby, Jacob 12
James, John C. 40
Jenkins, Roger L. 53
Jolson, Marvin A. 46

Kerin, Roger A. 5
Klompmaker, Jay E. 43
Kotler, Philip 30
Kramer, Jonathan M. 2

Lamont, Lawrence M. 11
Laczniak, Gene R. 23
Lazer, William 13
Lehman, Charles C. 44
Lindley, J. Daniel 43
Lowry, Helen M. 17
Lundstrom, William J. 4
Lusch, Robert F. 23

Makridakis, Spyros 45
Martilla, John A. 40
McCall, Suzanne H. 14
McDaniel, Carl 31
McIntyre, David R. 25

Nagashima, Akira 26

Page, Robert L. 43
Peterson, Robert A. 5
Phillips, Lynn W. 37
Pitts, Robert E. 10
Preston, Ivan L. 19

Resnik, Alan 1
Reynolds, Fred D. 15
Richards, Elizabeth A. 3
Robertson, Dan H. 5
Rudelius, William 49

Sciglimpaglia, Donald 4
Scott, Jerome E. 11
Shimp, Terence A. 38
Shostack, G. Lynn 32
Smallwood, John E. 13
Stern, Bruce L. 1
Stern, Louis W. 37
Stibal, Mary E. 9
Sturman, Stephen S. 36

Tauber, Edward M. 39
Toy, Norman E. 28
Twedt, Dik Warren 34

Udell, Gerald G. 21
Udell, Jon G. 23
Urban, Christine D. 27

van Dam, André 24
Vinson, Donald E. 11
Vocino, Thomas 48

Waldo, Charles 47
Ward, Scott 52
Wells, William D. 15
Werner, Ray O. 20
Wheelwright, Steven S. 45
Willenborg, John F. 10
Woik, Harry I. 29